

THE BOSTON STORE

# SALE of WHITE

**THE** summer season of 1915 is undoubtedly the greatest season of White in the history of merchandising—not only is it a season of White, but materials and garments are pleasing and dainty, reflecting the highest art of designing and manufacturing.

The Boston Store this Season, as in the past, is now offering an array of White, embracing all departments at dollar saving prices.

## WHITE GOODS

An endless array of the Season's most pleasing and stylish materials. The following are just a few of the many we show.

**INDIAN HEAD**—one of the most serviceable of shirtings and suitings, all cold water shrunken, permanent linen finish, comes in 32 and 45-inch width, yard... **15c and 25c**

**COTTON GABARDINE**—for separate skirts exceedingly stylish and good looking, comes 36 inches wide snow white, bleached. One of the best white materials shown, per yard **49c**

**PERSIAN LAWN**—a dainty, sheer and much used fabric this season, exceptionally desirable for the sheer Waists so much in vogue, extra special, regular 17-26 quality yard... **11c**

**WHITE FLAXON**—always in demand, the white cotton goods having a permanent linen finish, 38 inches wide, yard... **15c**

**WHITE CREPE PLISSE**—highly mercerized, extra wide soft silky texture, so much used for Waists, Dresses and Summer Underwear, regularly selling at 15c, special... **19c**

**WHITE PIQUES**—these we are showing in a large variety of qualities in fine medium and wide cords, both in American and Imported makes, ranging from, yard **25c** to **60c**

**PLAIN VOILES**—just received an entirely new lot extra fine thread, 38 inches wide, ribbon edge, the ideal fabric for dainty summer wear, exceptional quality, yard... **35c**  
**RICE CLOTH**—note the width 44 inches wide, pure white fine seeded Cloth, a leader in this season's styles, yard... **35c**

**LATTICE CREPES**—a most stylish and beautiful dress material, a novelty in white. Makes an exceedingly dressy Waist or Dress, several patterns to select from, 36 inches wide, yard... **49c**

**FRENCH KNOT CREPES**—a distinct novelty this season, having every appearance of a hand made French knot in stripes and cluster stripes, exceptionally serviceable, yard **25c**

**CORD STRIPE SPLASH VOILE**—Another classy and distinct novelty in white, showing a heavy cord stripe on a plain white ground splash Voile, dressy and serviceable, yd. **25c**

**WHITE GALATEA**—the material greatly used for Midway Blouses, Boys' Two Suits, Girls Waists, House Dresses and Separate Skirts, non-shrinkable, special value, per yard... **19c**

THE SEASON'S DAINTIEST STYLES IN

## SUMMER DRESSES

You could search the country over and never find a more comprehensive and elaborate showing of extremely dainty and pleasing Dresses than are now being shown in our Ready-to-Wear section. The styles and models we are showing are all of the very latest modes and fashions, particularly pleasing is our display of

### Dainty Dressy Creations

In Voiles, Chiffon Organdies, Crepes, plain and Fancy Batistes, Nets, Laces, and fine Embroideries, positively these are the very last word in style

Fashion. All sizes.

**\$5.95, \$7.90, \$8.90, \$9.75**

On all the balance of our immense stock of beautiful high grade Dresses, including

IMPORTED VOILES, ORIENTAL NETS, FINE ORGANDIES, DAINTY EMBROIDERIES, CREPES, CREPE DE CHINE, TAFFETA SILKS AND MESSALINES.

These we are offering, regardless of cost, price, profit or style, Choice at

**25% Discount**

### Bathing Suits, Caps, Shoes

Everything needful for the enjoyment of the Bathing Resorts. Suits that are absolutely non-shrinking, fadeless and correct style. Dozens of Styles of Caps to select from. Shoes both high and low Cuts. Prices always less than you pay elsewhere.



## SKIRTS OF WHITE



BETTER IN STYLE, SUPERIOR IN FABRIC, CHEAPER IN PRICE.

**At \$1.19** Tailored Skirts of white pique medium size, waists trimmed in large pearl buttons, cut new style, having two pockets, all sizes, a special value

**At \$1.39** Made of fine crepe, rayon, white, made with country club pockets, trimmed in neat pearl buttons, hip fastening, new vogue belt, with deep hem—one of our leaders, all sizes.

**At \$1.98** Tailored skirts of a fancy white basket pique, showing the new Peggy from Paris pocket, pearl buttons and yoke belt, a serviceable and good style garment, all sizes.

**At \$2.39** Skirts of exceptional value made of fine cotton gabardine, trimmed in fancy pearl buttons, country club pockets, high waist line belt—a skirt we recommend, all sizes.

**At \$4.90** Extra large size tailored skirts made of fine quality white Repp, new gored model, extra full, side front button fastening, regulation waist with belt—a pleasing garment. Ask to see our new model skirts in stylish black and white checks, black and white stripes, Palm Beach cloth and Scotch crash, most exceptional value.

### "Jack Tar" Middies

The best value Middy in the World, made of the very best materials, classy models, the ideal warm weather blouse, cool and comfortable, an entirely new, lot just received, all sizes from small to large **\$1.25**  
Extra special

### SOME STORE TALK

We are now in a position to meet your every want and requirement in suitable garments and materials for the season and we can say in all sincerity and truth that never before have we had such an array of choice, seasonable and up to date merchandise as is now assembled on our counters. Not only is every item sparklingly new and stylish, but always priced to you at a saving in cost. A word to our OUT OF TOWN CUSTOMERS. We know that many dollars are annually sent out of our state to so called bargain or catalogue houses that we believe could be spent to better advantage in Arizona. Speaking for our selves all we ask is that you write into us for samples and prices of any merchandise you want. Compare our qualities with similar goods—consider from expense of express and postage, your delay in receiving your order and then possible, and very often disappointment, and we think you will find Boston Store Service to be a saver for you. And we prepay all parcel post or express charges anywhere in the state on all mail orders. Don't you think it worth a trial

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### Interesting Specials

**HOPE MUSLIN**, the best all round bleached muslin for family use. Usually sold at 12 1-2c yard and really worth it. Here special (19 yd. limit) **9c**

**BERKELEY CAMBRIC** in both linen or nainsook finish 36 inches wide. Extra special value yard **12 1-2c**

**MANCHESTER CAMBRICS**, the best quality dress percales made, full 36 inches wide. Very fine, even weave—comes in dark and light styles, in dots, stripes and small figures, cheap at 15c yard. Extra special, yard **12 1-2c**

**NEW FLAXONS**, over 60 patterns to select from, dainty designs, the ideal fabric for warm weather wear—colors positively unchangeable, laundries like a piece of linen. The name Flaxon stamped on every yard. Special prices.

**DRESS CREPES**, a soft cool fabric, small designs and figures printed on white grounds—the cloth that needs no ironing. Colors absolutely fast. Special per yard **12 1-2c**

**ENGLISH LONG CLOTH**, full 36 inches wide, soft chambray finish for fine needle work, regular 12 1-2c quality, per bolt **98c**

**FRENCH NAINSOOK**, beautiful fine sheer quality, special finish for infants' wear, waists and lingerie dresses—36 inches wide, regular 26c quality. Bolt of 12 yards **\$1.89**

**DIMITY CHECKS**—36 inches wide assorted checks suitable for children's dresses, aprons, house dresses and underwear, soft finish, regular 26c value, per yard **12 1-2c**

**UNDERWEAR CREPE** in light blue and pink, small and medium stripes, colors fast, does not require ironing. Quality usually selling at 26c yard. Special yard **12 1-2c**

**RAMIE SUITING**, one of the best wearing summer materials, comes 36 inches wide in light blue, delft blue, and pink, colors absolutely tub proof, has every appearance of a fine all linen suiting, special per yard **25c**

**SKIRTING CORDUROY**, cream white, 36 inches wide, neat, small cords, so much used for separate skirts this season, dressy, serviceable and stylish, special per yard **69c**

**SHIRTING MADRAS**, exceptional wearing quality, comes in small hair line stripes, cords and figures on white ground, colors positively and absolutely unchangeable, greatly used for men's shirts, boys waists and children's dresses, regular 26c value. Special per yard **15c**

**PEROXIDE OF HYDROGEN**, a household remedy, a fresh supply direct from factory, guaranteed pure, extra special, full size 16 oz. bottles **19c**

**CHILDREN'S DRESSES** in sizes from 4 to 14 years, made of fast colored percales, gingham and chambrays in plaids, stripes and checks, neatly trimmed and well made dresses regularly selling up to \$1.25, choice **49c**

**APRON GINGHAMS**, best quality full standard apron checks, assorted sizes and colors, per yard **7 1-2c**

## WAISTS --- WAISTS



Always something new in this department to show you. Every day sees new numbers added to our large stocks, styles and models that are the very last word in fashion. Let Us Show You.

**WAISTS AT \$1.49**—this price does not do the Waists justice, they are actual \$2.99 and \$2.50 values. Made up from Voiles, Crepes, Organdies, Batistes and Tub Silks, showing the new collars and late style sleeves, sizes up to 44, all at your choice **\$1.49**

**WAISTS AT \$2.39**—extreme style is displayed in this assortment of waists, models & materials you regularly pay from \$3.00 to \$3.50 for elsewhere. Here you will find beautiful Tub Silks, handsome Crepe de Chine, fine Voiles, sheerest Organdies. Everyone a model of style worth and beauty. All sizes, choice two thirty-nine.

**WAISTS AT \$2.95**—the very cream of Fashion is here shown. Exquisite all silk Crepe de Chine, beautiful Georgetown Crepes, dainty Imported Voiles, serviceable Ponjes in fact the season's classiest fabrics and styles. Waists actually worth up to \$5.00, now your choice **\$2.95**

For the best value One Dollar Waists, we have them in dozens of styles to select from, sizes up to 44, instead of One Dollar, our price, choice **79c**

## SHOES OF WHITE

For the whole family from the little tot to the grown ups, shoes that are cool, dressy and serviceable. Come to us, we can fit you in comfort and ease, besides saving you a nice little sum on every pair of shoes purchased.

**CHILDREN'S WHITE CANVAS MARY JANES** 75c and \$1.00 Also 2-straps, sizes 2 1-2 to 11.

**MISSSES WHITE CANVAS MARY JANES** \$1.25 and \$1.50 Sizes 11 1-2 to 2.

**WOMEN'S WHITE CANVAS SHOES** \$1.50 to \$2.50 Including Mary Janes, Pumps, 2-Straps, Button Oxfords and Ties.

## New Neckwear

Just received the newest ideas and creations in dainty Summer Neckwear, the new high lace collars, sheer organdy collar and cuff sets, new Byron Rolls, the daintiest creations. Ask to see these, each **25c to \$1.00**

## EMBROIDERIES

The greatest values we have ever shown. Beautiful patterns in 18, 27, 36 and 45 inches in both open work and blind Embroidery on

CHIFFON, ORGANDY, CREPE, BATISTE, SWISS, NAINSOOK AND CAMBRIC.

Embroideries worth up to 60c, now **25c**  
Embroideries worth up to 75c, now **39c**  
Embroideries worth up to \$1.50, now **59c**  
Embroideries worth up to \$3.00, now **98c**  
Embroideries worth up to \$3.50, now **\$1.49**



## "DOVE" UNDERMUSLINS

THE STANDARD OF QUALITY, PERFECTION AND ELEGANCE.

In offering our trade "Dove" Undermuslins we realize that we are giving you the very best values obtainable. The garments are all made

of best quality materials, trimmed with most serviceable of laces and embroideries. Made by experienced labor under the most sanitary conditions. GARMENTS AT 25c.

Corset Covers and Drawers made of fine Nainsooks and Cambrics trimmed in fine laces embroideries and tucks, drawers are either open or closed styles, all sizes. Garments regularly worth up to 50c, choice **25c**

In both sheer Nainsook and white crepe, in slip over styles, trimmed in narrow tulle lace and embroidery. Sizes up to 17, regular 75c garment, choice **49c** GARMENTS AT 50c.

Consisting of Gowns, Corset Covers, Drawers and Undershirts, the greatest values for little money ever offered. The garments are all Dove Under Muslins, a guarantee of their worth, regularly selling up to 85c, your choice now **59c** GARMENTS AT 85c.

Garments that you usually pay \$1.25 for a large assortment of Gowns combinations and Undershirts. Gowns of Crepes, fine Nainsooks and Cambrics, trimmed in fine embroideries and lace, both high and low necks, long and short sleeves all sizes. Undershirts made in the proper widths, trimmed in wide embroidery laces and tucks, made of fine cambrics and Nainsooks, combinations of Corset Covers and Drawers in fine Nainsooks and Crepes, all sizes, special values, choice **89c**

## GLOVES & HOSIERY

**16-BUTTON LENGTH SILK GLOVES**—our own special brand, "The Smart Set" and we believe the best value wear giving Silk Glove in America. Black, white, Purple, Sand and Greys, sizes up to 8 1-2.

Regular \$1.00 Quality, per pair **74c**  
Regular \$1.50 Quality, per pair **98c**  
Regular \$2.00 Quality, per pair **\$1.19**

Compare these Gloves with any other make of Gloves on the market. It will prove to you what extra values you will find on our counters. Every pair guaranteed.

**"EIFFEL" BRAND HOSIERY—THE BEST** "Eiffel Hosiery" is made from the finest and best grade of yarns procurable. The weave and gauge you will find of exceptional evenness and beauty. The dyes are most lustrous, absolutely unchangeable, of exceptional wear and service.

**"ENDURANCE"** Hosiery, women's in black, tan, white **25c**  
**"GILT EDGE"** women's finest of mercerized silk hose, rich, lustrous dyes, special value pair **50c**

**"FIBRE SILK"** an ideal summer hose, exceptionally lightweight, deep lisle garter top high special reinforced heels, double sole and toes, all sizes, per pair **50c**

**OUTSIDE HOSE** in same quality, blacks and white **50c**

## MID-SEASON HATS

Extremely classy and latest models, in the new wide brim semi-sailor and shepherdess styles. Made of fine Henri Brides, Millans and Leghorns, trimmed most artistically in handsome flowers and beautiful ribbons, in all the much wanted and popular colors. Many of these are exclusive pattern Hats, copies of London and Paris models, many worth up to \$12.00, dozens worth \$10.00 now all in one lot

**Choice \$5.00**

## White Parasols

The kind you can clean, in plain poplins. Embroidery trimmed, open work embroidery and embroidered linens, solid and detachable handles, extra special values **98c to \$2.50**

N. Diamond & Bro. Phoenix, Arizona 201 to 219 East Washington St.  
**BOSTON STORE**  
THE POPULAR SHOPPING CENTER